

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

AUGUST 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear «GREETING»:

Attached are **September** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you «PCS» per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «RJR_CC»

«DA_CC»

Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51854 7904

«ACCOUNT»

SEPTEMBER DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED*****

PRODUCT PO # «PPO»

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	«STYLE1»
12300-24195	Full Flavor 100	«STYLE2»
12300-24196	Light	«STYLE3»
12300-24197	Light 100	«STYLE4»

PRODUCT / DISPLAYS ARRIVAL:

SEPTEMBER «PDATE», 1998

SHIP DATE TO RETAIL:

WEEK OF: SEPTEMBER «RDATE», 1998

EFT \$ AMOUNT:

«EFT»

PACKING / SHIPPING PAYMENT

«PYMT»
(«CS» (6M) promoted case(s) @ «PCS»).

SEPTEMBER Drive Period 809 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

SEPTEMBER DELIVERY

51854 7905